

1 selecting one of:

6 storing said television signal and said instruct signal at said storage device. *C. I. 4, L. R-1
L. 55-62*

7 4. The method of claim 3, further comprising one of the steps of:

- 8 - embedding said first instruct signal in said television signal; *Col. 3, l. 53-57*
9 - embedding a code or datum in said television programming that enables said
10 computer to locate some executable code or control a presentation of said television
11 programming in accordance with said first instruct signal;
12 . ~ communicating a program unit identification code to said storage device and
13 storing said program unit identification code at a storage location associated with said
14 television programming;
15 . ~ communicating to and storing at said storage device some information to
16 evidence an availability, use, or usage of said television programming, said first instruc
17 signal, or some executable code at a user station;
18 . ~ storing at said storage device a second instruct signal which is effective at a user
19 station to generate some output to be associated with said television programming;
20 . ~ storing at said storage device a second instruct signal which is effective at a user
21 station to display a combined or sequential presentation of said television programming
22 and a user specific datum;

1 - storing at said storage device a second instruct signal which is effective at a user
2 station to process a user reaction to said television programming;
3 - storing at said storage device a second instruct signal which is effective at a user
4 station to communicate to a remote station a query in respect of information to be
5 associated with said television programming or to enable display of said television
6 programming;
7 - storing at said storage device a second instruct signal which is effective to control
8 a user station to receive information to supplement said television programming;
9 - storing at said storage device a second instruct signal which is effective at a user
10 station to process a digital television signal which is separately defined from standard
11 analog television; and
12 - storing at said storage device a code or datum to serve as a basis for enabling an
13 output device to display at least some of said television programming or said computer
14 to process some executable code.

15 5. The method of claim 3, wherein said selected location is in said television
16 *signal*, *the address in the main signal col. 1, ln 16-50* said method further comprising the step of storing some information at said
17 storage device that evidences one or more of:
18 (1) a title of a television program; ✓ *Ed. 5, Ins 4-5 b*
19 (2) a proper use of programming;
20 (3) a transmission station;
21 (4) a receiver station;
22 (5) a network;

- (6) a broadcast station;
 - (7) a channel on a cable system; *61.61-12*
 - (8) a time of transmission; *61.61-19*
 - (9) a identification of an instruct signal; *61.61-668*
 - (10) a source or supplier of data; *61.61-60-61*
 - (11) a publication, article, publisher, distributor, or an advertisement;
 - (12) an indication of copyright.

6. The method of claim 3, wherein said first instruct signal is embedded in
c-4, h-67 - c-5 v2
said television signal, said method further comprising the steps of:

selecting one from the group consisting of:

- 12 (1) a datum that identifies a unit of computer software in said

13 television signal;

14 (2) a datum that specifies some of a way to instruct receiver end

15 equipment what specific programing to select to play or record

16 other than that immediately at hand, how to load it on player or

17 recorder equipment, when and how to play it or record it other

18 than immediately, how to modify it, what equipment or channel or

19 channels to transmit it on, when to transmit it, and how and where

20 to file it or refile it or dispose of it;

21 (3) a datum that designates an addressed apparatus; Col. u, w 6-50

22 (4) a datum that specifies where, when, or how to locate a signal;

7 7. The method of claim 3, wherein said first instruct signal comprises
Col. 4, line 50
8 executable code, said method further comprising the steps of:

9 selecting a second instruct signal, said second instruct signal being one from the
10 group consisting of:

11 (1) a switch control signal;

12 (2) a timing control signal; ✓

13 (3) a locating control signal;

14 (4) an instruct-to-contact signal that designates a remote receiver

15 station;

20 (7) an instruct-to-decrypt or instruct-to-interrupt signal that designates
21 a unit of programming and a way to decrypt or interrupt;

22 (8) an instruct-to-enable or instruct-to-disable signal that designates an
23 apparatus;

- (9) an instruct-to-record signal that designates a broadcast or cablecast program;
 - (10) an instruction signal that controls a multimedia presentation; *Col. 6, L. 8-30*
 - (11) an instruction signal that governs a broadcast or cablecast receiver station environment;
 - (12) an instruct-to-power-on signal that designates a receiver;
 - (13) an instruct-to-tune signal that designates a receiver or a frequency;
 - (14) an instruct-to-coordinate signal that designates two apparatus;
 - (15) an instruct-to-compare signal that designates a news transmission or a computer input;
 - (16) an identifier signal that causes a computer to instruct a plurality of tuners each to tune to a broadcast or cablecast transmission;
 - (17) an instruct-to-coordinate signal that designates two units of multimedia information and one of: (1) an output time and (2) an output place;
 - (18) an instruct-to-generate signal that designates an output datum;
 - (19) an instruct-to-transmit signal that designates a computer output;
 - (20) an instruct-to-overlay signal that designates a television image;
 - (21) an instruct-that-if signal that designates a function to perform if a predetermined condition exists;
 - (22) an instruct-to-enable-and-deliver signal that designates information that supplements a television program;

6 8. A method of generating and encoding signals to control a presentation
7 comprising the steps of:

8 receiving and storing a program that contains video information; *Col. 4, line 30 - 40
Col. 4, line 55 - 62*

9 receiving an instruction, said instruction having effect to instruct a processor to

10 generate or output some user specific information to supplement said program;

11 encoding said instruction, said step of encoding translating said instruction to a *Col. 11, line 44-58*

12 control signal, said control signal for directing a processor at a user station to perform

13 said effect indicated by said instruction with said program; and

14 storing said control signal from said step of encoding in conjunction with said

15 program. Col. 7, L 5-30
Col. 7, 237-44

16 9. The method of claim 8, wherein supplemental program material is stored

17 at the same location as said processor and said control signal from said step of encoding

18 directs said processor to generate a video overlay that is coordinated with said video

19 information in

21 storing supplemental program material in conjunction with said program and

22 said control signal; and

1 storing a second control signal in conjunction with said program and said control
2 signal from said step of encoding, said second control signal having effect at a user
3 station to query a remote station or receive supplemental program material in a
4 broadcast or cablecast transmission.

5
6 10. The method of claim 8, wherein said control signal from said step of
7 encoding directs said processor to generate a video overlay that is coordinated with
8 said video information in said program, said method further ^{comprising} one step of the group
consisting of:

9 transmitting a combined video signal from said program and said video overlay
10 generated by said processor over a broadcast or cablecast network to a plurality of
11 receiver stations; and
12 transmitting a combined video signal from said program and said video overlay
13 generated by said processor to a co-located video display.

14 11. The method of claim 8, further comprising the steps of:
15 receiving a second instruction, said second instruction being one of the group
16 consisting of:

- 17 (1) an instruction which is effective at a user station to generate some
18 output to be associated with said program;
19 (2) an instruction which is effective at a user station to generate some
20 output to be associated with said product, service, or information
21 presentation;

9 station.

13. A method of processing signals to control a mass medium programming presentation comprising the steps of:

11) presentation comprising the steps of:

12 receiving a signal containing a data file (or unit) of mass medium programming
13 and communicating said signal to a storage device; *Col. 4 c 16-40
in 55-62*

14 receiving one or more instruct signals which are effective to communicate said
15 signal to a transmitter at a broadcast or cablecast transmitter station and control a
16 receiver station to store said signal or present information contained in said signal at an
17 output device;

18 communicating said one or more instruct signals to said storage device; and
19 storing said one or more instruct signals at said storage device in association

20 with said data file or unit of mass medium programming.

20 with said data file or unit of mass medium programming.

1 14. The method of claim 13, wherein said data file or unit of mass medium
2 programming comprises ~~(video, audio, or text)~~, said method further comprising one from
3 the group consisting of:

4 embedding said one or more instruct signals in a television or radio signal;
5 embedding a code in said data file or unit of mass medium programming that
6 enables a processor or computer to receive or output information to supplement said
7 data file or unit of mass medium programming in accordance with said one or more
8 instruct signals;

9 communicating a program unit identification code to said storage device and
10 storing said program unit identification code at a storage location associated with said
11 data file or unit of mass medium programming;

12 communicating to and storing at said storage device some information to be
13 processed at a user station to evidence an availability, use, or usage of video, audio, or
14 text associated with said data file or unit of mass medium programming;

15 communicating to and storing at said storage device ^{same} an instruct signal which is
16 effective at a user station to select said data file or unit of mass medium
17 programming;

18 communicating to and storing at said storage device an instruct signal which is
19 effective at a user station to generate some output to be associated with said data file or
20 unit of mass medium programming;

21 communicating to and storing at said storage device ^{same} an instruct signal which is
22 effective to generate some output to be associated with said product, service, or
23 information presentation;

1 communicating to and storing at said storage device an instruct signal which is
2 ✓ effective to display a combined or sequential presentation of a mass medium program
3 and a user specific datum;

4 communicating to and storing at said storage device an instruct signal which is
5 effective to process a user reaction to said data file or unit of mass medium
6 programming;

7 30 communicating to and storing at said storage device an instruct signal which is
8 effective to communicate to a remote station a query in respect of information to be
9 associated with said data file or unit of mass medium programming or to enable display
10 of said data file or unit of mass medium programming;

11 communicating to and storing at said storage device an instruct signal which is
12 ✓ effective to control a user station to receive information to supplement said data file or
13 unit of mass medium programming;

14 communicating to and storing at said storage device an instruct signal which is
15 effective to process a digital television signal which is separately defined from standard
16 analog television; and

17 40 communicating to and storing at said storage device a code or datum to serve as
18 a basis for enabling an output device to display at least some of said data file or unit of
19 mass medium programming or for enabling a processor to process some executable
20 code.

21 15. The method of claim 13, said method further comprising the steps of:
22 selecting one from the group consisting of:

- 1 (1) a datum that identifies a unit of computer software in said
2 programming signal;
3 (2) a datum that specifies some of a way to instruct receiver end
4 equipment what specific programing to select to play or record other than that
5 immediately at hand, how to load it on player or recorder equipment, when and how to
6 play it or record it other than immediately, how to modify it, what equipment or
7 channel or channels to transmit it on, when to transmit it, and how and where to file it
8 or refile it or dispose of it; ✓
9 (3) a datum that designates an addressed apparatus; ✓
10 (4) a datum that specifies where, when, or how to locate a signal;
11 (5) a datum that informs a processor of a fashion for identifying and
12 processing a signal;
13 (6) a datum that is part of a decryption code; ✓
14 (7) a comparison datum that designates a communication schedule;
15 and
16 embedding said selected one in said programming signal. ✓
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- 17 16. The method of claim 13, further comprising the step of storing some
18 information at said storage device to evidence an availability, use, or usage of said one
19 or more instruct signals, said evidence information designating or identifying one or
20 more of:
21 (1) a mass medium program; ✓
22 (2) a proper use of programming;

v. c. program ident. data
co. 1. 5, L 56-61 or
similar previous data
co 16, L 15-76

- 1 (3) a transmission station;
2 (4) a receiver station;
3 (5) a network;
4 (6) a broadcast station;
5 (7) a channel on a cable system;
6 (8) a time of transmission;
7 (9) an instruct signal;
8 (10) a source or supplier of data;
9 (11) a publication, article, publisher, distributor, or an advertisement;
10 and
11 (12) an indication of copyright.

12 17. The method of claim 13, wherein said one or more instruct signals

13 comprise downloadable executable code, *the code is downloaded as by steps and in that* said method further comprising the steps of:

14 selecting an instruction, said instruction being one of:

- 15 (1) a switch control instruction;
16 (2) a timing control instruction;
17 (3) a locating control signal;
18 (4) an instruct-to-contact signal that designates a remote receiver
19 station;
20 (5) an instruct-to-transfer signal that designates a unit of broadcast or
21 cablecast programming;
22 (6) an instruct-to-delay signal that designates a unit of broadcast or
23 cablecast programming;

- 1 ✓ (7) an instruct-to-decrypt or instruct-to-interrupt signal that designates
2 Col. 1-54
3 W 45 (8) a unit of programming and a way to decrypt or interrupt;
4 Col. 1, 5, 6
5 (9) an instruct-to-enable or instruct-to-disable signal that designates an
6 apparatus;
7 ✓ (10) an instruct-to-record signal that designates a broadcast or cablecast
8 program;
9 (11) an instruction signal that controls a multimedia presentation;
10 (12) an instruction signal that governs a broadcast or cablecast receiver
11 ✓ (13) station environment;
12 (14) an instruct-to-power-on signal that designates a receiver;
13 (15) ✓ (13) an instruct-to-tune signal that designates a receiver or a frequency;
14 (14) an instruct-to-coordinate signal that designates two apparatus;
15 (15) an instruct-to-compare signal that designates a news transmission
16 (16) or a computer input;
17 (16) an identifier signal that causes a computer to instruct a plurality of
18 (17) tuners each to tune to a broadcast or cablecast transmission;
19 (17) an instruct-to-coordinate signal that designates two units of
20 (18) multimedia information and one of: (1) an output time and (2) an
21 (19) output place;
22 (18) an instruct-to-generate signal that designates an output datum;
23 (19) an instruct-to-transmit signal that designates a computer output;
24 (20) an instruct-to-overlay signal that designates a television image;

- (21) an instruct-that-if signal that designates a function to perform if a predetermined condition exists;

(22) an instruct-to-enable-and-deliver signal that designates information that supplements a television program;

(23) an instruct-to-transmit signal that designates a computer peripheral storage device;

(24) a code signal that designates a datum to remove or embed; and

(25) a signal addressed to a receiver station apparatus; and

embedding said selected second instruction in said programming signal.

18. An apparatus for providing a mass medium programming presentation

comprising:

Panges, J. R.
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an output device for outputting a mass medium programming presentation to a

user; *unfix³*

44, Fig 3, 1956, Feb 1

a storage d

a storage device operatively connected to said output device for storing and
communicating mass medium program materials and one or more embedded instruct
s;

a control signal detector operatively connected to said storage device for

18 detecting said one or more embedded instruct signals; and

19 a processor operatively connected to said storage device, said output device, and
20 said control signal detector for processing data and controlling said storage device and
21 said output device to output mass medium program materials in accordance with said
22 embedded instruct signals.

C-1, § M. 31-55

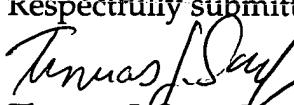
- By
Counsel*
- 1 19. A transmitter station apparatus comprising:
2 a transmitter for transmitting a mass medium programming signal;
3 a storage device operatively connected to said transmitter for storing and
4 outputting mass medium program materials and one or more instruct signals;
5 a control signal detector operatively connected to said storage device for
6 detecting said one or more instruct signals; and
7 a computer operatively connected to said storage device and said control signal
8 detector for controlling communication of said one or more instruct signals from said
9 storage device to said transmitter.
- 10 20. The transmitter station apparatus of claim 19, further comprising:
11 a signal generator operatively connected to said transmitter and said computer
12 for receiving said one or more instruct signals and embedding said one or more instruct
13 signals on mass medium programming signal.

REMARKS

Applicants respectfully request consideration of the instant Supplemental Preliminary Amendment with respect to the above-described application.

The Commissioner is hereby authorized to charge any additional fees or credit any overpayment of fees in connection with this communication to Deposit Account No. 08-3038.

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